

ORDER



Orders
Order / Rev: 714794 - 3
Alt Order #: 06323409
Product Desc: FL VOTE NO ON 6 COMM
Estimate: 12019
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 09/18/12 / 11/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: FL Vote No on 6 Committee
Demographic: A25-54
Product Codes: IS-Issue/Ballot
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	26	\$58,500.00	\$49,725.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$58,500.00	\$49,725.00	0.00
Totals	26	\$58,500.00	\$49,725.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/29/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M--F--		2			\$250.00			0.00			
2	WTSP	10/30/12	11/01/12	CBS This Morning CBS This Morning	CM	7-9a	-T-T---	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2			\$250.00			0.00			
3	WTSP	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1			\$900.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/29/12-11/04/12	Price Is Right		11a-12p	--W-----	:30		(\$900.00)		0.00	NM		
				Credited											
4	WTSP	10/29/12	10/29/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$800.00			0.00			
5	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$1,000.00			0.00			
6	WTSP	10/30/12	10/30/12		CM	7-730p	-T-----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00

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Advertiser: FL Vote No on 6 Committee
 Product Desc: FL VOTE NO ON 6 COMM
 Estimate: 12019
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-730p Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,600.00		0.00			
7	WTSP	11/02/12	11/02/12	730-8p	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,000.00		0.00			
8	WTSP	10/30/12	10/30/12	Tue Prime A	CM	Tue 8-9p	-T-----	:30	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$9,000.00		0.00			
9	WTSP	10/31/12	10/31/12	Wed Prime B	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
Criminal Minds															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$10,000.00		0.00			
10	WTSP	11/04/12	11/04/12	Sun Prime B	CM	Sun 8-9p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
Amazing Race															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$9,000.00		0.00			
11	WTSP	10/31/12	10/31/12	LN (M-F)	CM	M-F 11-1135p	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
LN (M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$2,000.00		0.00			
12	WTSP	11/06/12	11/06/12	M-F 6-7a	CM	6-7a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
6-7a 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$250.00		0.00			
13	WTSP	11/05/12	11/05/12	CBS This Morning	CM	7-9a	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00			
E 14	WTSP	11/05/12	11/05/12	Price Is Right	CM	11a-12p	M-----	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	11/05/12-11/11/12		Price Is Right		11a-12p	M-----	:30		(\$900.00)		0.00	NM		
Credited															
15	WTSP	11/05/12	11/05/12	Mon Prime B	CM	Mon 9-10p	M-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
2 Broke Girls/Mike & Molly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$11,000.00		0.00			
16	WTSP	11/05/12	11/05/12	LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
LN (M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
17	WTSP	10/30/12	10/30/12	M-F 12-1230p	CM	12-1230p	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
10 News @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$900.00		0.00			
18	WTSP	11/05/12	11/05/12	M-F 12-1230p	CM	12-1230p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
10 News @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00			
19	WTSP	10/31/12	10/31/12	M-F 12-1230p	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
10 News @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$900.00		0.00			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	WTSP	11/03/12	11/03/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		2		\$75.00		0.00					
N21	WTSP	11/05/12	11/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1		\$500.00		0.00					
N22	WTSP	11/05/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1		\$250.00		0.00					
Totals														26	\$58,500.00